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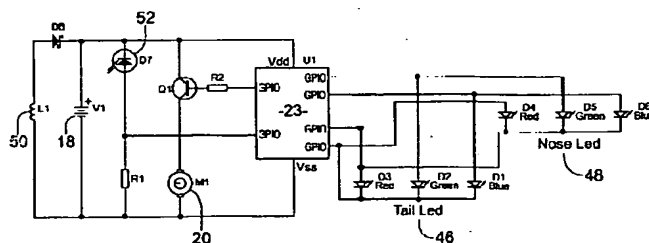
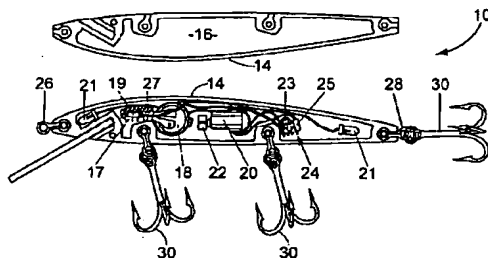
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(54) Title: FISHING LURE



(57) Abstract: A fishing lure including an illumination means (21); a body (12) having walls (14) defining a water tight cavity (16); a power source (18) and a control circuit (24) within the cavity (16) connected to the illumination means (21). The control circuit (24) controlling the supply of power to the illumination means (21) such that light is emitted from the illumination means (21). The fishing lure is controllable via a remote control which can be used to select various operating modes such that the lure can produce any desired colour, or pattern of colours, to emulate the body of a bait fish.

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